

MP praises NSW South Coast printer for environmentally-friendly plate processing



The newly commissioned Kodak plate processing system at Coastline Printing of Unanderra on the NSW South Coast, was given official endorsement when Federal Member for Cunningham, Sharon Bird, 'switched on' the Kodak Magnus 400 platesetter on August 28. The new system, representing an investment of \$150,000, is an all-in-one package that also includes Kodak Thermal Direct non process plates and Prinergy Evo workflow software.

"The Kodak Magnus 400 platesetter was chosen by Coastline as the ideal device to ensure that the first-class quality our customers are accustomed to is maintained, and improved upon," said Ross Freestone of Coastline Printing. "We are finding more and more that customers demand a very rapid turnaround but still with the calibre of print finish they are used to. To maintain these high levels of service, we are continuously upgrading our equipment, and the Kodak Magnus 400 platesetter is just the platesetter to use for high quality and consistency."

Kodak Thermal Direct non process plates are not only better for the environment – as processors and chemicals are no longer needed – they are also cost effective to run, saving time and floor space whilst still providing the resolution and imaging accuracy of traditional plates. With the processing stage bypassed, the platemaking cycle is condensed as plates are taken directly from the imaging device to the press. Workflow efficiency is increased and production costs are reduced.

"There is a lot of competition out there in the printing business, but we feel we have the equipment and facilities to provide the very best results. With the investment we have made in high-end equipment we can react quickly to customer demands."

"Printing businesses like Coastline dominate the industry as small and medium businesses employing less than 20 workers. I congratulate Coastline Printing for this major capital investment in their business and for sourcing technology that has clear environmental benefits," Ms Bird said, noting the environmentally friendly aspects such as no film processing, no plate processing, no chemicals, no waste and no use of water.

Website

www.graphics.kodak.com